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FOR IMMEDIATE RELEASE:

NH CELEBRITY HALL OF FAME PHOTOS ADDED TO NH DREAM VACATION WEBSITE

Tom Bergeron, Jodi Picoult, Matt Bonner and Sarah Silverman Love It Here!

Concord, New Hampshire, July 28th, 2011 – Tom Bergeron loves the seafood in Portsmouth. Jodi Picoult loves Hanover. Sarah Silverman loves the seasons and Matt Bonner enjoys Funspot.

As part of the state's summer NH Dream Vacation promotion, celebrities who love it here are once again lending their famous faces to the summer promotion, says Tai Freligh, Communications Manager for the New Hampshire Division of Travel and Tourism Development. The contest, which runs through Labor Day, allows visitors to participate in an interactive photo and video contest with the winner receiving a custom-designed NH dream vacation worth \$2,500 or \$1,000.

Two of these celebrities participated in the Dream Vacation promotion in its first year and the other two gave us photos last year, snapping pictures with the contest sign and telling us what they love about New Hampshire. While they were unable to take new photos this year, they all agreed to be part of our special "I Love it Here Hall of Fame."

"We are excited to be able to include some of our favorite celebrities in our Hall of Fame this year," said Freligh. "You can check out their pictures alongside new ones from people like Olympic athlete Scotty Lago and Travel Channel host Samantha Brown" Visitors to the contest website can see these celebrities' original photos from the first two years of the promotion as part of the NH Celebrity Hall of Fame on the NH Dream Vacation website.

Emmy-Award winner Tom Bergeron is the host of ABC's America's Funniest Home Videos and co-host of Dancing with the Stars. Although born in Haverhill, Massachusetts, Tom calls Portsmouth his "emotional home." When not jetting between homes in Connecticut and California, he likes to decompress in New Hampshire.

Jodi Picoult is the bestselling author of eighteen novels. Most recently, she released *Sing You Home* and is touring to support it. Her books are translated into thirty four languages in thirty five countries. Three – *The Pact*, *Plain Truth*, and *The Tenth Circle*, have been made into television movies. *My Sister's Keeper* premiered in theatres in 2009 from New Line Cinema, with Nick Cassavetes directing and Cameron Diaz starring and is now available on DVD.

Matt Bonner was born in Concord, New Hampshire in 1980. He was drafted into the NBA by the Chicago Bulls in 2003 and traded to the Raptors where he played for two seasons. In 2006 he was traded to the San Antonio Spurs, where he currently plays as a Forward/Center and has for the

last five seasons. Bonner is only the second player from New Hampshire to play in the NBA and the first since 1986. He is married to Nadia Bonner and they have one daughter, Evangeline-Vesper.

Sarah Silverman is a comedian/writer/singer/musician and actress who was born in Bedford, NH. She has been a writer for "Saturday Night Live" and "Mr. Show with Bob and David" and has also acted in movies like "Bulworth" and "There's Something About Mary." Most recently she had a comedy program on Comedy Central aptly titled "The Sarah Silverman Program." Her biography was published in April of last year, called "The Bedwetter".

New celebrities with New Hampshire ties are being added to the celebrity page on the New Hampshire Dream Vacation site (www.nhdreamvacation.com) each week throughout the length of the contest. Download a contest sign and start taking pictures and videos around New Hampshire and enter for your chance at either a \$2,500 or \$1,000 dream vacation in New Hampshire.

ABOUT THE DIVISION OF TRAVEL AND TOURISM DEVELOPMENT

The Division of Travel and Tourism Development, as part of the New Hampshire Department of Resources and Economic Development, works with the state's seven travel regions to increase visitation, travel and visitor expenditures in order to expand business activity and employment throughout the state. The division is responsible for domestic and international advertising and public relations, literature publication and distribution, www.visitnh.gov administration, grant administration and research to monitor and measure the impact of travel and tourism to the state. For more information about New Hampshire tourism, call 603-271-2665 or visit www.visitnh.gov

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